VOL. 56: 60. 4:

Didsbury High

In The Limelight

Didsbury high school curiers were the best in sight when teams from Carstairs. Crossfield, Sundre, Cre-them to represent this area in the southern Alberta playoffs at Lethbridge this weekend. Aft, Peating all comers in a day-let g double knock-out competition, the locals sent the Crossfield entry to the sidelines in the final game. Ken Traub led his team of Ver-Ken Traub led his team of Ver-Verberger and the sidelines in the final game. We have the sidelines when he save them a place in the event which kieks off at Lethbridge early on Thursday morning.

South West Didsbury

Mr. and Mrs. Lynn Hunsperger attended the funeral of the late Mrs. S. Jackson in Acme on Wed-

Mrs. 8. Jackson in Aeme on Wednesday,
Mr. and Mrs. Jack Clarke and
family moved from the district last
Tuesday to reside on the Sackett
I arm east of town, red
American Same of the Sackett
American Same of Same of Same of the Same of t

Walther League Makes Plans For Convention

Red Cross To Participate In Community Chest Here

A small group of members met in the Lions hall for the annual Red Cross meeting on Wednesday of last

week.

Reports were given showing that
the Red Cross had been very active
during the year. The amount of
\$1784 had been collected during the
campaign, of which \$1700 had been
forwarded to Red Cross headquarters.

ters,
Two blood donor clinics were
held during the year.
The Women's Work Committee
showed a good amount of work being done by the ladies of the district. There is a very urgent need
for this work and anyone wishing
to contect hers.
Cogswell, chairman of the committee.

Cogneys, chairman or the Committee, mittee, manufactured the youth leadership course at the Banff School of Pine Arts last aummer, gave a most interesting report. This course is under the auspices of the Red Cross and after hearing her report it was felt that it is a very worthwhile project. The matter of Community Chest The matter of Community Chest that this branch join the chest for one year, and if it works out satisfactorily, should continue its membership.

factorily, should continue its mem-bership. Officers elected: Mr. E. Cogswell, Officers elected: Mr. E. Cogswell, president; vice-president for town, Mr. C. Lesson; vice-president for west, Mr. J. H. Robertson; vice-president for east, Mr. K. Burns; screickry-tressurer, Mrs. E. Rein-screickry-tressurer, Mrs. E. Rein-ter, and the state of the control of the company of the control of the women's work committee, Mrs. E. Cogswell, to be assisted by Mrs. M. Wood.

comera words of the committees were left as Other committees were left as they were, with the addition of Dr. Bankler to the swimming and safety committee.

Westcott News

(From Our Own Correspondents)

Mr. and Mrs. Cl. Banting were supper guests at the Herbert Coction from the Country of the Country Withhuten will be glad to hear he is improving nicely too.

Mrs. Bill Tohms and Mrs. Herbort Gootlen were guests last Wednesday evening at the Jr. Will meeting at Mrs. Allan Konschula's home: they had been asked to judge the ladies' baking and sewing.

Mr. Duane Jacobsen, who is even.

ZELLA NEWS NOTES

lected.

The secretary was instructed to pay all provincial, district and constituency dues, as well as a donation to the A.W.I. fund. The group subscribed to a copy of the C.A.C. hulletin

sion to the A.W.I. fund. The group subscribed to a copy of the C.A.C. bulletin

A letter was received from Elsie Coutts, the Scottish correspondent. In future the truit baskets sent to people who were ill, will be discontinued and in place of it, the in-timed and in place of it, the in-timed and supply food for it was orphan for

Christensen.
You are cordially invited to hear
Dr. E. G. Thompson, principal of
St. Stephen's College, speak at Zella
Sunday morning, January 27, at 10

DIDSBURY MARKETS

F.U.A. BONSPIEL SET FOR FEBRUARY 2nd

The annual F.U.A. bonspiel will be held in the Didabury Curling rink on Saturday, Feb. 2. Entries for this event should be handed to Edford Motors, Jenkins Groctetria, or phone Ed Rothwell by Wednesday, Jan. 31.

WEST NOTES

The Elkion Willing Workers met at the hower of Mrs. H. Erickson Thursday has further regular meeting. A quilt was tied for Korea and Red Cross work turned in and it was decided to make a baby quilt and edge baby blankets at the next meeting. Are the first of the same time of th

Mr. and Mrs. F. Doll and family were Calgary visitors Saturday.

SPRINGSIDE NOTES

A whist drive will be held at the springside community centre Jan.

A whist drive will be held at the Springside community centre Jan. 25th.

Miss, Marjorie Thede entertainst the Sunday school workers of the Nazarene church in Olds Monday evening. A pol-luck supper was served by the hostess.

Mr. and Dert Kershaw had as guests to a turkey dinner Sunday, Mr. and Mrs. Lloyd Kershaw and Marion. Miss Marie Kershaw and Marion. Miss And Mrs. Jober and family.

Mr. and Mrs. Jober Spring Marion Research and Mrs. Jober Springs Wednesday supper guests with Mr. and Mrs. Lidon Thede and Aredday evening guests with Mr. and Mrs. Edon Thede and Aredday were Sunday evening guests with Mr. and Mrs. Edon Thede and Aredday were Chiner guests Wednesday were dinner guests Wednesday were dinner guests Wednesday Mr. and Mrs. Jake Hiedebrecht.

BIRTHS AT THE DIDSBURY MUNICIPAL HOSPITAL

To Mr. and Mrs. T. Penner of Didsbury, on January 16, a son. To Mr. and Mrs. B. Teynor of Elkton. on Jan. 21, a son.

Ramblers Still **Breaking Even**

Breaking Even

Didsbury's entry in the Chinook
Hockey League have been unable
Hockey League and Cowney and Ching Book within wants
And the timekeeper looking for reactions.

The above-mentioned crew
Quarters:
The above-mentioned crew
And let them kave see some new
quarters:
To see they set some new
quarters:
To see they set some new
quarters:
To play on instead of just water.

To play on instead of just water.

Subscription Note:
Please pay out of town subscriptions by money order.

A red line under your name means
point so be at the sex end of the subscription or sex end or the country of the locals.

Subscription so werdee.

A red line under your name means
point to be at the sex end of your subscription is overdue.

A red line under your name means
point to be at the sex end of your subscription is overdue.

A red line under your name means
point to be at the sex end of your subscription is overdue.

A red line under your name means
you are subscription is overdue.

A red line under your name means
you are subscription is overdue.

A r



Takes Out \$25,000 "Twin" Insurance Policy

While her husband holds his head, Mrs. Jean Blechman tells of betting Lloyd's of London, that she'll have a third set of twins in May. The Long Island housewife and her friends and relatives pooled their funds to meet premium of \$1,875 on the \$25.000 twin insurance policy issued by Lloyd's. Mrs. Blechman already is the mother of twins — two sets of them. She is expecting again about May 15.

MOUNTAIN VIEW

IFrom Our Own Correspondent)

Last Sunday visitors with Mr. and Mrs. Arthur Gebers were Mr. and Mrs. Wilbur Eckstrand. Mrs. John Wiebe and her sister Tena and Mrs. Rog Hamper and daughters. Mr. and Mrs. Sam Eillott and their grand-daughter. Carol Clarke. Vasited Thusday evening with Mr. and Mrs. Ernie Cullen and Robert were Mr. and Mrs. Chris Randers and daughters and Mrs. Chris Randers and daughters and Mrs. Ames Worrall.

Chitter - Chatter

By Our High School Scribbler

We reprint in our column this week a poem written by Miss Sandra Brown, a Grade 9 (A) student at Didsbury. The following deplets what the hockey Rambber are up against in a normal contest

I don't like the name
Of a certain roush same,
The same that they label as
hockey,
If they rap up their faces as they
did with the "Acces"
The name of the same should
be "sockey."

It's the simplest trick To trip with a stick, Or "knock out a couple of teeth"

or "knock out a couple of teeth."

And the customers roar
Give "Neufeld" some more,
Or cause for donating a wreath

If you want to see speed
And a few people bleed,
Just gather an eyeful of hockey:
If you want to see nice
Semi-murder on ice,
See the "Ramblers" and "Aces"
play "sockey."

with "Jackson" in goal
There isn't a soul
Afraid of the final tally;
With "Miller and Don I"
And Butch stepping high,
The "Aces" were outclassed like
"Aunt Sally."

There was "Howie" there too. With his rushes right through. And "Cowan" shouting instruc-tions;

Mountain View Institute Make Donation To Didsbury Rest Room

Regular meeting of Mountain View W.I. was held at the home of Mrs. Max Wood recently. Roll call was answered with payment of dues. Twelve members and three visitors were present.

dues. Twelve members and three visitors were present.

The members received an invitation to open house at E 8t Clair's solden wedding at Olds on April 3. Each member is to bring a laundered shirt to the next meeting or way a fine. All handleraft articles fire to be brought to the March meeting, also three bran muffing to Correspondence was read and and consisted of 10 letters, nine thank-you cards for parcels or gifts and one from the Unitarian Service for a cash donation. Each member is to do some Red Crosssewing: pick it up and also return it to Mrs. M. Wood.

The topic by Mrs. Trev Morgani for home economics was a talk and demonstration on fancy sandwiches. This was very attractive and commentation on fancy sandwiches. This was very attractive and word of the state of th

The shouting is all over for another year as far as the local men's
bonspiel is concerned and it was a
some come out in top in the first
event. The famous foursome also
won the grand asgregate with a
total of seven victories in the two
main events. Personnel of the top
rink: Herb Sinclair, skip; Olen
Roberts, third: Fred Rodway, secmain events. Personnel of the top
rink: Herb Sinclair, skip; Olen
Roberts, third: Fred Rodway, secaraby of Carstalas took first in
the second and third events; and
the Fred Evans quartet took the
hams home in the final of the last
event. Personnel of the rink: Fred
Evans, skip; Ray Campbell, third;
Elmer Pleper, second: Ed Klinck.
Following is a list of winners:

llowing is a list of winners: Event: --Sinclair, Didsbury --Richards, Olds, --Schumaker, East Didsbury --Sorenson, Didsbury nd Event:

ond Event:

1—Aarsby, Carstairs

2—Holmes, Olds

3—Sorenson, Didsbury

4—Kimmel, Didsbury

rd Event:

1—Aarsby, Carstairs

2—Wordle, Didsbury

3—Morris, Didsbury

4—Allen, Didsbury

Local Rinks Do Well In Last Week's Curlfest

WESTERDALE NEWS

Five tables of military whist were played at the hall Monday evening The successful defenders, were Mrs. L. Jones, Mrs. A. Jones, Mrs. B. Brinson and Mrs. R. Jackson. The losers were Miss. Kathleen. Eggins. Mrs. R. H. C. Roeth and Mrs. F. J. Jackson

Plans are going ahead to have the annual Alberta-British Columbia De Forman and the Columbia of the Columbia o

C.P.R. BEAVERS PLAY HERE SATURDAY

C.P.R. Beavers of the Big Six Hockey League, who have been providing good hockey here for local fans, tangle here on Saturday, night with the Lethbridge entry in the league. Game time, 8:30 p.m.

Well Known Pioneer Dies At West Coast

Schedit was circuled as a new member.

Total receipts last year were sold receipts last year were sold receipts last year were sold receipts last year with years of the sold receipts last year were resident of this district, passed way at White Rock, B.C. on Sunday. Well known for his sporting acriculture and Canadian Industries convener to replace Mrs. E. Stilles, who resigned.

Edibuty: few tables and at his death. E. A daughter. Mrs. Dave Janzen of the Didbuty rest room project.

Behind The Glass

Following is the square draw for the men's club for next week:

NOTE: 8:00 P.M. DRAWS ON TUESDAY AND THUISDAY OF NEXT WELK

THURSDAY, JANUARY 24

LAW VEYSUS SOPENSON

VALUE VEYSUS SOP

Thurday, January 24

7:00 pm.:
Law versus Sorenson
Klein versus Allen
Morris versus Patt
9:00 pm.:
Wordie versus Funs
Goodings Evans
Kimmel versus Sinclair
Gale versus Esler
9:00 pm.:
Bliss versus Esler
Pratt versus Gole
Law versus Esler
Pratt versus Gole
Law versus Esler
Pratt versus Gole
Sioo pm.:
Nuss versus Evans
Sinclair versus Goding
Wordie versus Funs
Sinclair versus Gooding
Wordie versus Morris
Klein versus Morris
Klein versus Morris
Allen versus Gooding
Good Pratt versus Clayton
Thurday, January 31

Sioo pm.:
Law versus Esler
Pratt versus Gooding
Good Pratt versus Clayton
Thurday, January 31

Sio pm.:
Law versus Gooding
Good Pratt Versus Clayton
Thurday, January 31

Sio pm.:
Law versus Gooding
Good Versus Klimmel
Friday, Februar
Allen versus Heim
7:00 pm.:
Sinclair versus Morris
Evans versus Worris
Evans versus Goris
Evans versus Morris

J CHINCSE	Tuesday, January 29 —
s Fourth Event: a 1—Evans. Didsbury 2—Shantz. Didsbury 3—Morris. Didsbury 4—Schumaker, East Didsbury	7:00 p.m.: Allen versus Esler Pratt versus Clayton Thursday, January 31 — 8:00 p.m.: Law versus Gooding Gale versus Russ Kuss Fokayas Versus Kuss Valen versus Kinmel Piday February 1 — 9:00 p.m.: Allen versus Klein 7:00 p.m.: SainGalar versus Morris SainGalar versus Morris
cial giants fell by the wayside. A high school team did fairly well in the early running but faded un- der pressure.	C.P.R. TRAIN SCHEDULE
The under-rated Law rink were unable to spare time for the annual curlest but on any convenient date would challenge any rink that were winners in the 'spiel for a prize to be asreed upon by the skips. (The third man on each rink to make arrangements. Are you listening, George?)	No. 522 Lv. 5:00 a.m. Dail No. 524 Lv. 11:16 a.m. Dail No. 528 Lv. 4:57 p.m. Dail Northbound: No. 521 Lv. 12:27 a.m. Dail; (flag No. 521 Lv. 2:23 a.m. Dail

BEST ATTAINABLE IMAGE

1957 Used Specials

USED TR	ACTORS —	
1952	OLIVER "88" DIESEL	\$2500
1949	COCKSHUTT "99" (Gas)	\$1100
1947	COCKSHUTT "70" (Gas)	\$350
USED TR	ucks —	
1948	CHEVROLET 2-TON	. \$750
1948	INTERNATIONAL 3/4 TON	\$250
1946	CHEVROLET 1-TON	\$200
1953	FORD 1-TON	\$700
	HESE LET'S MAKE A TRADE	

HAROLD E. OKE

"Your Machine Man'

YOUR CODE OF THE ROAD

No Need For Continuous Advertising

Preachers . . .

Should preach only one sermon or so a year. People are against sin any-way, so why harp on it.

Traffic Lights . . .

Should be turned off at dangerous intersections to save electricity. Everybody knows it's a dangerous spot and that is sufficient.

Teachers . . .

Do not need to review lessons. Tell the children just once and they'll never forget.

Highway Police . .

Stop driving up and down the high-ways. No need to caution drivers by patrolling highways. Drivers know the law and should obey.

Out of Towners . . .

That advertisements in the local paper and mail order firms that send out catalogues are wasting their money. Everyone knows what is sold in the stores in town and they'll all shop at home.

But if you are one of the foolish kind - like the Notre Dame cathedral that has stood for six centuries but still rings the bell every day to let people know it is still there - and believe in continuous, profitable advertising then you will want to advertise in

The Didsbury Pioneer

ADVERTISING DOESN'T COST !! IT PAYS !!

Used Car Specials For This Week

1953 CHEVROLET BEL AIR SPORT COUPE -With automatic transmission. We have completely reconditioned this car and it is fully guaranteed.

1952 CHEVROLET SEDAN -Reconditioned and guaranteed.

1951 CHEVROLET SEDAN -

WE WELCOME YOUR INSPECTION OF THESE UNITS WHICH CARRY **EDFORD MOTORS GUARANTEE**



Phone 58



W. K. SNYDER

4-1tp

CARD OF THANKS

I wish to thank all my friends
and neighbors for the many nice
cards, letters and flowers that I received while in hospital.

MRS. ROY A MORCK

NOTICE

Agricultural	NOTICE
Service Board	Notice is hereby given that under the provisions of the Tax Recovery
	Act, the Town of Didsbury will offer
Check That Seed: Right now is a good time to look over your sum-	for sale by public auction in the
mer's seed requirements and make	Town Office, Didsbury, Alberta, on
sure that you have available good	Friday February 15th, 1957, at 2
quality, high germinating, weed-	o'clock in the afternoon the follow-
free seed. With the abundance of	ing lands.
good quality grain resulting from	Lot Block Plan
last year's harvest, many farmers	16. 17 14 1456-K
have their own seed to use. Don't	9, 10 11 5116-T
take any chances, run a germination	5 9 474-I
test on all seed you may be using	2 9 7976-CN
for seed.	N's of 9 9 7976-CN
Often times good looking grain	В 3880-N
can fool you badly and have low	
germination. After you are sure of	
germination, arrange to do a very	
thorough cleaning job, one that will	
remove ALL weed seeds.	
I can think of nothing that will	
contribute more satisfactorily to en-	
suring the development of the new	
crop than to be very particular and	1, 2 Z 3940-AK
extra careful in arranging to use top quality weed-free seed. If you	Each parcel will be offered for
are planning to seed grass or le-	sale, subject to the approval of the
gumes in the new crop year you	Minister of Municipal Affairs, and
would also be well advised to make	subject to a reserve bid, and to the
sure now about securing the seed	reservations and conditions con-
requirements.	ained in the existing certificates of
Last year a shortage of certain	title
seed developed about seeding time.	Terms cash.
Those of you who must buy your	Redemption may be effected by
cereal seed, make sure that you get	payment of all arrears of taxes and
it from a farm that is free from	costs at any time prior to the sale.
toad flax. This seed is extremely	Dated at Didsbury this 15th day
difficult to remove completely and.	
if it gets a start on your farm. can	
make you very unhappy.	11c Secretary-Treasurer

bury.

4-2tp
FOR SALE — My entire herd of
registered Hereford cows & heliers, comprising 10 head of cows
and 10 head of helfers, rising 3year-old. Guaranteed in ealf and
due to commence calving in midMarch. Also 10 head of open
helfers, rising 2-year-old, and 4helfer calves rising 1-year-old.
To and Banas rec. hpply
Todd, phone 23, Discaury, 4-2tp

Ford, phone 921, Diasoury. 4-2xp
OR SALE — One Fairbanks Morse
oil burner unit, suitable for 5 or 6
room house. Complete with
tank, pipes and electric hot water
elements. Fully automatic. \$100.
Apply Ben Hipkin, phone 262.

FOR SALE — Coal furnace and oil FOR SALE — S2000 BTU Oil Burnconversion unit with automatic controls good condition. \$95.00. Apply D. Shannon, phone 273. Apply D. Shannon, phone 273.

FOR SALE OR TRADE FOR GRAIN

1949 Chevrolet Special DeLuxe
Sedan, radio and air conditioner,
top mechanical condition, new
tires. Phone 716, Didabury, Rov

FOR SALE — Baled green feed per ton or 40c per bale. Appl E. Brower, phone 1907, Dids

Topping, Westcott.

FOR SALE—Breaking outfit, 18-30, 1928 McCormick Deering tractor and Massey Harris plow. Both units ready to go. Shear and coller sharpened. Also good chore team — middle aged. Apply to Carl Herron, Torrington, Alta., 12 miles east of Olds, 2 miles south. Four miles east, half mile south.



contact your neighbourly **B-A** distributor

Farm machines have to take the roughest kind of wear and tear . . . that's why B-A has spent so much time and money on developing exactly the right oils and greases to meet every farm need. Your local B-A distributor is the man who knows exactly what you need.

THE BRITISH AMERICAN OIL COMPANY LIMITED

OLDS HOCKEY CLUB

\$1,000.00 Cash

- PLAY-AT-HOME -

\$1,000 CASH FOR FIRST "BLACKOUT"

lst	2nd	3rd	4th	5th
1-24	B-5	B-14	0-64	N-37
6th	7th	8th	9th	10th
N-41	G-54	1-20	B-1	B-6
11th	12th	13th	14th	15th
1-28	1-26	B-13	G-57	0-61
16th	17th	18th	19th	20th
G-52	N-31	G-50	G-48	G-60
21st	22nd	23rd	24th	25th
0-74	0-73	1-16	N-35	N-38
26th	27th	28th	29th	30th
N-44	I-17	1-22	G-49	B-2
31st	32nd	33rd	34th	35th
B-7	B-10	O-68	0-67	1-30
36th	37th	38th	39th	40th
B-12	B-11	N-32	N-34	0-65
41st	42nd	43rd	44th	45th
N-36	G-46	G56	0-75	B15
46th	47th	48th	49th	50th
1-29	1-27	1-21	G-55	0-62
51st	52nd	53rd	54th	55th
B-3	N-33	G-53	B-9	G-51
56th	57th	58th	59th	60th
B-8	1-18	1-19	0-66	0-69

If You Have a "Blackout" Phone 247, Olds

For all or any of your printing requirements call 12 - The Pioneer Office

Freedom Of The Press A Necessity . . .



The VERNON NEWS hopes ... new citizens will receive much from Canada, in truth they have much to give also. Our strength as a maion stems from the diversity of cultures being woven into the consumption of the consumption o

cives with us.

The NANTON NEWS reports on the "Dost! Right Now" campaign.

So many jobs can be done now nstead of waiting for spring when carpenters, painters, plumbers and there such tradesmen are hard to test. Right now many of them are will busy but in some cases not so exessingly as they are at other limes.

can be just as satisfactorily done now.

And there's something enlivening about a new cupboard, a new sink, new lights over the steps or over the dining room table which helps to pick the householder up. There's a new interest in merchandising when there's a new paint job on the wail. Improvements in home or our long Canadian winters.

And it's being forehanded to get many things done now. The farm tractor is fairly idle at this time of year but as the days get longer it will be wanted for half a dozen chores around the farm. In another six or seem weeks the pressure will be on to clean grain and of all the early spring chores. Why now? Pick the first good day to roll it into town for overhauling.

CORBY, England — A set of false teeth found on a bus in this North-amptonshire town was claimed by both a man and a woman. Both tried them out. The women went home triumphant, and the man is

christan Science

Availability today of the healing power of divine Truth will be emphasized at Christian Science services Sunday.

Christ desus healing of the "wo-man which has a spirit of infirmity existence years and the sunday of the services sunday.

Christ desus healing of the "wo-man which has a spirit of infirmity existence years and the sunday of the services of the serv

Lend Of Plenty I I

The bisrer and richer kind of Canada, the Gordon Commission says we can — with fair wisdom and peace — achieve a quarter century hence should not surprise the seneration, comments The Financial Post. Look back only 30 years ago and who would have believed a forests of tokety's reality.

But the Royal Commission leaves us no doubt as to what kind of political leadership we are going to realizing our national potentials.

They mean a truce in the patty short-sighted battles between dominion, provincial and municipal governments, an end to the habit of drifting between fearful remembrance of the thirties and timid anticipation of things to come. The great virtue of the report is that it will irritate all levels of governments and the same re-thinking of policies long stalemated by Jurisdictional squabiling. In the report, the commissioners are talking over the heads of the entrenched politicians to the Canadian economic life, but telling it clearly, candidly.

As to the commissioners' conclusions the commissioners' conclusions to the commissioners' conclusions to the commissioners' conclusions the commissioners' c

JUST STUCK
A motorist whose car was stuck in a muddy ditch calmly set about digging yourself out of the mud?"

ous passer-by besieged him with a string of questions.

"What are you doing, mister, dinseting yourself out of the mud?"

it was more instructed motorists. "My more instructed motorists."

it. "My more instructed motorists."

disging a hole to bury it in."

CHURCH NOTES

EVANGELICAL CHURCH
Rev. A. E. Stickel, Pastor
unday Services:
10:30 a.m. — Worship Service
11:30 a.m. — Sunday School
7:30 p.m. — Evening Service

REDEEMER LUTHERAN CHURCH

CHURCH

The Church of the Lutheran Hour
REV. E. B. FOX, Pastor
Divine Services every Sunday at
11:00 a.m. followed by Sunday
School and Adult Bible Cluss.

UNITED MISSIONARY CHURCH Rev. Ray Shantz, Pastor Sunday School, 10:30 a.m. Preaching, 11:30 a.m. Sunday evening service, 7:30

D.m. Wednesday evening prayer meet-ing at 8 p.m.

ANGLICAN MISSION OF OLDS SUNDAY SERVICES Sunday School, 11 a.m. every

Sunday.
Second Sunday in the month:
7:30 p.m.—Didsbury.
Fourth Sunday in the month:
11:45 a.m.—Didsbury.

FALLEN TIMBER
FOURSQUARE CHURCH
Rev. R. & Rev. C. Moore - Co-Pastors
Sunday School - 1:30 p.m
Church Service - 2:30 p.m
Young People's every Priday
Come and Bring Your Friends



COUNTER CHECK BOOKS

THE DIDSBURY PIONEER

Anything trucks can do... CHEV CAN CHEV CAN DO BETTER!

newrolet showed the world what stuff champs are ade of, right from the start. Chevy's rugged stures, proved on the Alaska Highway, are ready to ove to you their unbeatable value.

WITH THE PARTY OF

1

Low Cab Forward models outdate the Cab Over Engine, save you time and effort.

Unit-design cab and body construction — Chevrolet cabs and bodies stay tight and solid over miles of bumps. Optional Powermatic transmission, the revolutionary six-speed automatic makes heavy hauling easier and safer. Sturdy frames and long-loof springs — these brawny chassis components can take it when the going is roughest ... with strength to spare!

Whether your job calls for fast-working efficiency against tight schedules or big muscles for off-the-road grinds, count on a new Chevrolet Task-Force truck to do it better!

NEW TASK-FORCE '57 TRUCKS CHEVROLET

CHAMPS OF EVERY WEIGHT CLASS!

MOTORS DFORD

ED FORD, Proprietor

Phone 58, DIDSBURY, Alberta

THE DIDSBURY PIONEER

- Established in 1903

Published Every Thursday at Didsbury, Alberta Member of the Canadian Weekly Newspapers Ass'n and of the Alberta Division of the C.W.N.A.

Subscription: In Canada, \$3.00 a year; In U.S., \$4.00 IAMES CURRIE, Editor and Publisher

Ramblin'

Roamin'

What Do You Think About The . What Do You Think About The . . .

Community Chest effort that is being organized locally? We think it's a fine idea — it will save hours of time and effort by the different collecting agencies and in the long run will return the same benefits that were secured by individual campaigns. From here on all the plan needs for success is a fair share of coperation from interested bodies. Can't see any reason why it shouldn't go across.

What Do You Think About The . . .

Men's bonspiel which was completed on Friday? Blessed with good curling weather and a good entry, the annual event provided a great deal of interest for those of the fraternity who look forward to winter to test their skill, or luck, on the slippery surface. Some giants fell by the wayside — new giants took their place. That's the way the great winter pastime goes — a champ one day, a chump the next. Would you have it otherwise?

What Do You Think About The . .

Big flurry that is being caused by the people in authority who have given some Indian families of a northern reserve an ejection notice? Many times we have heard the remark: "We should give this country back to the Indians." In this case, no truer words could

What Do You Think About The . .

What De You Think About The ...

The numerous areas who are clamoring to get on the hail suppression band-wagon? Red Deer M.D. will hold a plebiscite on the deal next month; Calgary proper, and farmers in the surrounding district, are thinking seriously along the same lines, and we hear murmurs from the Peace River country that the majority up there are in favor. Didsbury area showed the way ... without help from the provincial government! We wonder now what other project we should pioneer to show the rest of Alberta and Canada that Didsbury is on the map. Maybe if we were to go out and fix the east road into town with picks and shovels it might get the idea across that we do need help sometimes; we can't do it all by ourselves.

What Do You Think About The and The rest room project? Total receipts to date are just under \$2,000; that's a long way short of the initial estimate, which ranges around the \$5,000 mark. Somewhere, somehow, more green-backs must be thrown into the pot. Any ideas where they will come from?

What Do You Think About The . . . Architects who cover their mistakes with ivy; the doctors with sod, and the brides with mayonnaise? To our mind none of them should be working in their

FOR YOUR -

Plumbing & Heating Requirements SEE . . .

Check With Us Now!!!

For Your Steering and

Heating Problems

Undercoating Is Also

One Of Our Specialties

Duncan Auto Body And Service

PHONE 73r2

HAVE A HEART ...

At this season of the year, we in the newspaper business liken ourselves to the dry-cleaners swamped with rush orders on the Thursday before Easter — or the barber who has to cope with tardy delinquents on Christmas Eeve.

There's no rhyme nor reason to the way people leave their news till the way begin to the way people leave their news till they'll miss the deadline!

This is the season of resumed activities in a soore of clubs and groups in the surrounding community. The Ploneer is happy to have their confidence, and to help by publishing their achievements — but why is it that mid-week or weekend function of the weekend function of the weekend function of the weekend function of the week or weekend function of these affairs find a place in our columns on numerous occasions. With correspondence and classified advertising piling in the first of each week, mails and telephones loaderd to capacity, and our type-diaded to capacity and our type-diaded to capacity, and our type-diaded to capacity, and our type-diaded to capacity and our type-diaded to capacity, and our type-diaded to capacity, and our type-diaded to capacity and our type-diade

Wrong Emphasis Given In Farm Production

In Parm Production

Within ten years Canada will be short of cattle according to W. E. Short of cattle according to W. E. Short of cattle according to W. E. Short of cattle and a lot of other food produots too. By 1975, it has been estimated, wheat will be about the only Canadian farm product which we will be producing much in excess of our own requirements. Actually there is no good reason why Canadian farmers should not be able to meet most future demands be able to meet most future demands that will be needed. But this would happen as long as it is much easier and more profitable to grow wheat and sell it to a government board to be pilled into storage even if we can't find an export outlet for it.

But that is exactly what our policy is doing. It's about time we used some common sense and put the emphasis on those farm lines for which there is an assured demand.

LANGUAGE!!!
Two students from a Canadian college who made a motor tour of the United States last summer report that their blazors seemed to arouse some curiosity among the people they met. The blazers bear the college's Latin motto, "Timor Del principlum saplemtae" — "The fear of the Lord is the beginning of wisdom."

dom."

The curiosity was explained when an Oklahoma waitress asked them: "Where are you-all from?"

"Canada," they answered.

"Oh, I see," said the girl. "I've been wondering what language that was."

coat.
"It's awful," one of them muttered
"what'll we do now?"
"Well, out of respect for old Sam,"
Doc suggested, "maybe we'd better
finish this hand standing up."

Wanted -

THE OLDS SCHOOL DIVISION WISHES TO PURCHASE TWO USED 500-GALLON OIL STORAGE TANKS. Address all replies to OLDS SCHOOL DIVISION No. 31, Didsbury, Alberta.

R. B. BUDGE, Sec.-Treas.



Since 1872, when Albert and John MacDougall brought 100 head of steers and some breeding stock north from Montana, Alberta cattlemen have been steadily building one of this province's major Industries. They've built it in size; but, what is more important, they have and still are breeding better and better quality stock, until today Alberta Cattle Sales receive the respected interest of Stockmen the world over.

The men behind the Alberta Cattle Industry, from the large ranchers to the working cowpunchers have left a deep and lasting impression on this Province. Names like Pat Burns, George Lane. A. E. Cross and Archie

MacLean stand out in any history of the development of Alberta and the Canadian West. A host of others, among them John Ware and Guy Weadlok, have helped shape the pattern of our colorful Western heritage.

heritage.
There's been many changes since the early trail herds moved in from the South, but the spirit of the range lies deep in the heart of every Albertan . . so that in centres all over the province, during the summer season, city and country folk alike join the working "Cow Waddie" in the only truly Western sport . . the Rodeo. No better recognition could be offered the men who are so symbolic of the prairie and foothill country.

Published as a Public Service by courtesy of BD ALBERTA BREWERS' AGENTS LIMITED

BIG HORN BREWING CO. LTD. — CALGARY BREWING & MALTING CO. LTD.

BICKS' EDMONTON BREWERY LTD. — SICKS' LETHBRIDGE BREWERY LTD.

THE CARLING BREWERIES (ALBERTA) LIMITED

NORTHWEST BREWING CO. LTD

PEOPLE ARE OUR GREATEST NATURAL RESOURCE



For all your banking...

Did you ever stop to consider all the things a chartered bank can do for you?

It is more than a convenient place to make a deposit, cash a cheque or see about a loan. You can also buy travellers cheques and money orders; rent a safety deposit box; purchase foreign

currency; talk over your financial plans or problems. The list goes on and on . . . and all these services are available at the branch where you do your banking.

A branch bank is, in effect, a service centre and everyone on the staff is there to help you, to look after all your banking courteously, confidentially and well.

THE CHARTERED BANKS SERVING YOUR COMMUNITY

Professional and Business Directory

DOCTORS

H.W. EPF, B.Se., ELD, C.M., LM.C.C. PHYSICIAN & SURGEON Office west of Hotel Hours: 11-12; 1:30-5, excep Wed.—and by appointment Phone 161 — Didsbury

Raymond Asquith
M.B., B.S., L.M.C.C., D.C.H. Physician and Surgeon Office above resdence
Hours 1:30 to 5 p.m.
(Except Tuesdays)
ne 63 — Didsb

R. G. Bankier

M.B., Ch. B. Physician and Surgeon Dr. T. P. O'Hea

M.B., Ch. B.

Office on the grounds of the former's residence pointments Every Afterno Except Wednesday Phone 64r3

DR. H. S. RAMSEY

CHIROPRACTOR CLOSED WEDNESDAYS
Special Attention Given To Foot Troubles Kemp Block, Olds, Albe

LAWYERS

H. Lynch-Staunton

ARRISTER & SOLICITOR Notary Public De Phone 118 — Office 120

OPTOMETRISTS

Dr. D. Stewart Topley Optometrist

503 Greyhound Bldg. Calgary Ph. 27350

DES. H. J. and D. J. SNELL DR. G. W. I. TITELEY WILL BE AT OLDS EACH TUESDAY and SATURDAY Except 1st TUESDAY of Monti 10 am. to t p.m. In Davey Block

Appointments may be made at Maybank's Drug Store **TRUCKERS**

GENERAL TRUCKING

SAND. GRAVEL. COAL GRAIN, LUMBER, ETC. e are now equipped to dig basements and do small

'dozing jobs.

BURR TUGGLE

Phone \$1. Didabury

SHIP YOUR STOCK TO YOUR LOCAL

LIVESTOCK DEALER **Calgary Prices** Paid At Didsbury

JOE DICK

Phone 121 Didsbury





FUNERAL DIRECTORS

Didsbury Punesul He
W. A. McFarquhar, Direc
Associated with
Gooder Bros., Calgary
Phone 33 or 46 — Didsbu

MISCELLANEOUS

- Call -DOROTHY'S BEAUTY SHOP

At Pete Liesemer residence Two doors west of hospital or south side of street. Phone 210, DIDSBURY

SERVICE

At Junction of No. 2 highway Into Didsbury Into Didsbury
REPAIRS TO ALL MAKES
OF CARS AND TRUCKS
ATLAS TIRES and TUBES
24-hr. TOWING SERVICE
Phone 1010
Didsbur

"Tune-up A Specialty"

PHONE JAY TUGGLE

__ 290 __ __ FOR __ PURITY "99" PRODUCTS

RADIOS and APPLIANCES ALL TYPES OF REPAIRS as ELECTRIC WIRING OUR SPECIALTY

DICKAU

EAT AT THE BRIGHT SPOT

All Our Pastry Is Home Made Al Engwer, prop. Phone 128

Notes From D.A.

By Howard J. Fuicher

The place of forage crops in our farming programs is fully known. They provide good nutritions todder in the form of patture and have a content of the soil, preventing serious cross in form wind or water as well as maintaining the productivity level as maintaining the productivity level of the land.

The seeding of both sraas and lesume crops is fairly well understood. It different times. With the knowledge we have today the risk of a good catch or a spotty stand is relatively small. Many of our poorly established forage stands are due to seeding too deep and in some cases, not a firm enough seed bed. To obtain any must be heavy enough, the seed of good quality and the seed bed firm. Legume seed must be innoculated and seeded relatively shallow, some grans seeded will survive a little deeper seeding but generally one-lated and seeded relatively shallow, some grans seed will saintheory. This does not lend in the seed bed from Legume seeds will in all probability be quite a bit higher than last year. This does not mean it is too expensive to seed, it is a profitable crop and needed in our farm crop rotation. R is well, before purchasing seed, well as the topography of the land. Alfalfa for instance gives large ton-naces of she quality has but in pasturing too much slafial in a nixture will increase danser of bloak. Reed cannary grass will do feel providing arrival and iterature will information and literatural too much alfalfa in a nixture will information and literature will information and literature will information and literature of the providing arrival and

QUOTABLE QUOTE —
"The law gives a man the right to open his wife's mail — but not the courage."

By The Way

Contributed by REV. T. J. STAINTON, M.A.

Among the lirst records played on primitive little machines, with large more and the property of these stories as told, related the resource of the more and the property of the property of the more and the property of the propert whose greatest need tools is an article legs or crutiches. Because someical leg or a pair of crutiches.

Miss Chow Un Haw and 200
Miss Chow the way the other
was but a rough home-made pes.
She wanted anything else in
this world. She had heard about
where she could get one, and so she
walked those long weary miles and
learned a trade and is able to make
learned a trade and is able to make
learned a trade and is able to make
a living for herself and her mother.
Two boys in Kores, one with both
the off and the other, being a little
more fortunate in that he still had
nore fortunate in that he still had
nore fortunate in that he still had
struggled for days making pess, that
they might be able to stand in line
at the church mission house for a
warm bowl of soup.
The writer knew a good
tennis
player who had but one good hand
and one normal les. He used a
le word with the still had
and one normal les. He woedoff catelogy the control of the control
and one normal les. He used a
le word to the woodplied trageling wery crude, tools, and
warm bowl of soup.
The writer knew a good
tennis
player who had but one good hand
and one normal les. He used a
le word to the woodcontrol of the woodto the still had
been to the woodto the still had
the word today upside down.
There ig much
in this world today upside down.
The writer knew a good
tennis
player who had but one good hand
and one normal les. He used a
le word to the woodoff chirst and the Grace of God,
and in a control les. He woodoff chirst and the Grace of God,
and in a control les. He woodoff chirst and the Grace of God,
and one normal les. He woodoff chirst and the Grace of God,
and one normal les. He woodoff chirst and the Grace of God,
and one normal les. He woodoff chirst and the Grace of God,
and one normal les. He woodwe were kind of human deficiency.
The writer knew a good tennis
player who had but one good had
we would be the woodoff chirst and the Grace of God,
and one normal les. He woodoff chirst and the Grace of God,
and one norm

GOOD ADVICE !!!

make it, Put all your troubles there; Hide all thoughts of your failures And each bitter cup that you quaff;

Lock all your heartaches within it Then sit on the lid and laugh!

legs are not the only needs in war torn lands. In Korea and Hong Kong 250,000 people have no work, no home, no bed, no food. They sleep on the streets. They live by sleep on the streets. They live by begzing, aumented by the scraps they can pick out of the garbage. Wouldn't you like to feel that because of someone's interest the hungry are being fed, all of them, not only a few. Wouldn't, you like to know that because somebody cared, dozens of the boys and girls who could only craw before are now walking on substantial artificial legs or crutches. Because somebody is caring, much good is being done for the relief of human suffering.

DIDSBURY OPERA THEATRE

Week-Day Shows at 8:00 p.m.

Saturday Matinee 2:30 - Evening 7:30 & 9:30

THURS., FRI., SAT.: IAN.: 24, 25, 26:

MON., TUES., WED.: IAN.: 28, 29, 30:





ADVERTISING DOESN'T COST ! ! IT PAYS ! !

Announcing

WE HAVE OPENED OUR UPHOLSTERING SHOP IN THE OLD DS HOTEL, ACROSS FROM CASE FARM MACHINERY CO. VE SPECIALIZE IN ALL LINES OF UPHOLSTERING AND REBUILD INNER SPRING MATTRESSES, AS WELL AS TRUCK AND CAR SEATS

All Work Guaranteed — Free Estimates 10% DISCOUNT ON ALL MATERIALS

P. E. GAY

JUST A FEW OF THE MANY GOOD, SOLID REASONS . . .

HY NEW FARGO TRUC

are sound buys for every hauling job!



Fergo's new Forward Look styling—with distinctive hooded headlights—is functional as well as handsome. Its windshied (largest of any truck) gives you. 1,023 square inches of vision area for greater "see-safety". Its optional wrap-around rear window adds extra vision area, too. Half-ton models, like the Diolo express above, are avail-able with exclusive push-button automatic transmission.
 New black presents a before tracks V 2 'con the parts."

2. New high-compression, short-stroke V-8's are the most powerful in Fargo history—up to 232 h.p. And Fargo's exclusive full-opening hood allows the most elbowroom for servicing. Saves time, money.

A. Exclusive dome-shepad combustion chambers in Fargo V-8's get more GO out of every gallon, make "regular" gas fire like premium, minimize power-robbing carbon deposits. Fargo Sixes are extra thrifty, too.

4. Fargo: new confert cab has a 5-way adjustable seat, extra roominess, centre-located dispatch box, many other features. Independent parking brake adjusts from inside cab without tools or trouble.

5. Farge offers a complete range of husky models to meet every hauling requirement.



Fargo trucks range from 4.250 lbs. to 46,000 lbs. G.V.W., and up to 65,000 lbs. G.C.W. Many with greater capacities. Frames and other chassis components are built stronger than ever, too.

SEE YOUR FARGO DEALER, TODAY! Choice of 19 wheelbases . . . Y-8 or 6 power . .

ROSEBUD MOTORS Didsbury Phone 143

Specials On NEW TIRES

670×15 4-Ply Cushionair -Regular \$26.15

Special \$19.65

710x15 4-Ply Cushionair -Regular \$29.75

Special \$23.85

760x15 4-Ply Cushionair -Regular \$32.50

Special \$26.05

670x15 4-Ply Cushionair Tubeless -Regular \$30.70

Special \$22.95

710x15 4-Ply Cushionair Tubeless -Special \$25.80 Regular \$34.50

760x15 4-Ply Cushionair Tubeless -Regular \$37.45

Special \$27.95

REGULAR 18-MONTH ROAD HAZARD GUARANTEE ON ALL PASSENGER CAR TIRES

Falk's Esso Service

Phone R1010 On No. 2A Highway Didsbury "We Specialize in Repairs to All Makes of

Ship Your Stock Through The

Mountain View Co-Operative Livestock Marketing Association

Local Agent: R. E. GILLRIE



AT ONE TIME or another everyone has something to say about adjustion. It's good, or bad, on too much one way or anyone to be a commodation of student is to the fore. It might prepare many Alberta residents for the shape of things or come were they to realize that experts forecast a whopping jump in Alberta High School arrellments in the years ahead.

With figure	s given in	THOUSAN	DS, the foll	owing figure	s of high
	1945	1954	1956	1975	1985
Grade X	7.6	9.9	17.2	28.7	33.8
Grade XI	5.8	7.9	14.7	25.3	32.5
Grade XII	5.2	6.3	14.4	22.5	28.6
Totals	18.6	24.1	46.3	76.5	94.9

FIGURES about anyone's type of business except your dan are scenelimes a bore, and difficult to attimilate. But due to everyone's dependence on food, figures on apricultural production costs are actually everyone's business. The Depoint College of the college o

FOR EXAMPLE, in 1951, the total cash separate such as tractor operating argames, task, buildings, and as on, came to \$10.47 or \$10.47 or

COST per cultivated acre in 1951 was \$22.16; in 1955, \$16.99. The average crop returns for the same years were \$28.62 and \$20.42. The margin of return per acre for risk and management dropped from \$6.44 in 1951 to \$1.43 in 1955.

INTERESTING sidelight is the fact that in 1951, 60 percent of ferm cash receipts came from crops, and in 1955 it was 19 percent.

MORE INFORMATION on The Farm Planning Program may be obtained from your District Agriculturist or the Department of

Your Future is Here... In Alberta

GOVERNMENT of the PROVINCE of ALBERTA CLIP AND MAIL TODAY

CELIF ALLATIONS OFFICES.
Legislative Sulfarge. Edwards. Allands.
PLEASE SEND ME INFORMATION ON THE FOLLOWING
GOVERNMENT DEPARTMENTS.

Agriculturists Are Capitalists?

All wealth has its origin in the natural resources which nature has deposited on the earth. Human understanding and human energy are required to tap these resources and convert them into things useful to man. Much of the wealth, so created, is consumed immediately: but some of it is sweet for future use.

Saved wealth can be accumulated for creating more wealth. Wealth, so invested, is called capital and those who accumulate and invest it are capitalists.

Man is a tool-using animal. It is

those who accumulate and linvest it are capitalists.

Man is a tool-using animal. It is his ability to devise tools and to use them that has lifted him above all the control of the contr

Not every man is capable of sav-ing, and not every one who saves is capable of investing his savines wisely, and managing his invest-ments successfully. Those who can do these things are valuable clinens and are very necessary to the pros-perity of us all.

pertiy of us all

The farmer is ecsentially a capital.

It is more than most men, saves a portion of his income and inverts, it in his business, thus adding to the productive capacity of the country.

Necessity drives him to this. He knows that if he doesn't save seed from this year's crop, he will have no crop next year; that if he incincets to provide food, water and shelter for his livestock, he will soon have no livestock, and that if he fails to invest in efficient equipment for doings his work, he will have little income in the years to follow. The cometant demands of his farm compel him to save, to invest and to look after his investments.

The farmer who converts a tract.

sook after his investments.

The farmer who converts a tract
of wild land into cultivated and productive fields doesn't get paid every
Saturday night for his week's work,
the works and waits years for the
full reward of his toll; and, in doing
well as build, up reserves of houdar
well as build, up reserves of houdar
years.

wen as builds, up reserves of productive power against his own declining years.

Such a man is a true capitalist. He has little in common with the worker whose sole ambition is to draw the highest possible cash wages ever payed are, spend them a he gets ever payed are, spend them a he gets ever payed are, spend them as he gets ever payed are, spend them as he gets ever payed are, spend them as he gets ever payed are.

There is a prejudice in the world doday against capitalist. They are held up as evil-minded. They are held up as evil-minded in the proof, and rob the worker of the just held up as evil-minded in the proof, and to the worker of the just held up as evil-minded in the proof, and they are held up as evil-minded in the proof, and in the proof of the proof, and in the proof of the just held they are locked to the proof, and as convenient scapesous to the proof, and as convenient scapesous the proof, and they are held up to the proof, and they are held up to the proof, and they are held up to the proof, and they are they are locked to the proof, and they are they are locked to the proof, and they are they are locked to the proof, and they are they are allowing themselves to be used in support of these attempts. If the farmers are wise they will have would-be leaders of the beautiful to the farmers are dealed and the themselves are capitalists, that an attackt on the farmers independence and that in countries where capitalism is aboulded. He farmers are deprived of their land and reduced to the status of series.

The Rural Secon.

SCHOOL SUGGESTED FOR LABOR LEADERS

In the long run it would probably be a good thing if more union leaders were elected to public office-ers were elected to public office-ers were elected to public office-ers management Fanaccia Post if these was a lost of control control of the saved a lot of coatly discussing in many cases totally unnecessary in-dustrial string including the recent strike of C.P.R. fireman.

In a speech just after his fifth consecutive year on Toronto's city council, Mr. Brand made this significant observation: "The best thing that can happen to a union business agent is to be elected to city council. At there are two sides to the meture in negotations."

tions."

But Mr. Brand's education is not quite complete. In every industrial dispute there are three sides to the picture: labor's, management's and most important of all, that of the general public or the consumer. It's the third who eventually pays the full cost of every industrial dispute.

Quoteable Quotes . . .

Sometimes we learn more from a nan's errors than from his virtues.

Men are not to be judged by what they do not know, but by what they know, and the manner in which they know it.

The trouble with many people in trying times is that they stop trying.

If something goes wrong, it is more important to talk about who is going to fix it than who is to

is going to the it than who is obtained.

There is a weath of unexpressed love in the world. It is one of the shief causes of sorrow evoked by eath; what might have been said or might have been said

SAME DEAL ! ! ! Two salesmen were talking. "You know," one said, "I made some very valuable contacts today," The second one nodded. "I didn't make any sales either."

DON'T LET THIS . HAPPEN TO YOU! Change gears *before* crossing

FARGO FOR 1957 FEATURES FORWARD LOOK STYLING AND GREATER POWER



ine Forward Look styling trend of Chrysler of Canada cars has been carried out in the 1957 design of Fargo trucks. These rugged, dis-tinctive trucks feature engines of greatly in-creased efficiency and horsepower. For the D100 through D500 models Fargo is featuring a 303 cubic-inch, short-stroke, high-compression V-8

PIONEER CLASSIFIEDS . . . THE MONEY WINNER AT ANY TIME !!!

Who Pays For **ADVERTISING**

NOT the newspaper reader, because he saves both time and money by shopping the wide selection of honest values offered through the advertising columns.

NOT the advertiser, because advertising always returns a profit when it is used correctly and consistently!

NOT the publisher, because of the hundreds of firms who profitably invest hundreds of thousands of dollars in newspaper advertising!

Every Line Of Advertising in The Paper Is Paid For By The Fellow Who Doesn't Advertise!

The business which the non-advertiser loses pays the costs of advertising and ALSO returns a nice profit to the fellow who does advertise! HOPING for more business is not as effective as inviting more business!

WHERE CAN YOU GET CHEAPER AND BETTER ADVERTIS-ING VALUE THAN IN THE DIDSBURY PIONEER, WHICH REACHES 90% OF THE HOMES IN THE DISTRICT AT A COST OF LESS THAN & CENT PER READER FOR AN ADVERTISE. MENT THE SIZE OF THE ONE YOU ARE READING.

Announcement -

IMPERIAL OIL LIMITED TAKES GREAT PLEASURE IN ANNOUNCING THAT MR. GORDON (Barney) ELLIOTT HAS BEEN APPOINTED AS THEIR DIDSBURY AGENT TO SUCCEED MR. IVAN WEBER.

Mr. Elliott is no new-comer to the business as he has been our dealer at Neapolis for a number of years prior to being associated with the gas and oil business at Nanton. that Mr. Elliott is well qualified to fulfill your requirements both efficiently and courteously.

Barney is retaining the present staff and together with the new meter equipment, which he has added, service should be second-tonone.

We feel that honesty, dependability and the courteous service which you will receive from Mr. Elliott, together with the high quality of Imperial Products, will warrant your con-tinued patronage.

- FOR PROMPT SERVICE . PHONE 56, Didsbury

R520, Neapolis

WHERE YOU CAN SAVE MONEY EVERY SHOPPING DAY OF THE YEAR!! BROOMS, Red & White APPLE & STRAWBERRY JAM, Better Buy, 4 lb. tin PURE RASPBERRY JAM, Red & White, \$1.15 4 lb. tin ... 2 for 23c PERKY DOG FOOD PEACHES, Bulman's, 15 oz. 2 for 45c

When Your Car Is ill

Call 50 OLDS

Car Sluggish, Hard To Start? . . .

Perhaps the Electrical System is Faulty! Call Around At TED STAUFFER'S, Olds. and a Factory-Trained Technician will give you expert advice and the service ary to put your car in top running condition.

When you are sick, you call a doctor.
When your car is ill, it needs the services
of an expert technician from . . .

Ted Stauffer

PHONE 50

OLDS

CAMPBELL'S FOOD STORE PREMIER MEATS

HE COMPLETE FOOD CENTRE" RAY and BETH CAMPBELL

JOY - THE NEW LIQUID DETERGENT	
Large Size, 15c off	
Small Size, 7c off	37c
BLUE CHEER — Giant, 8c off	77c

SATURDAY SPECIAL at Meat Counter REEF RIBS, for stew lb. 19c

All Meat Government Inspected

MERCHANDISE GUARANTEED FREE DELIVERY

MEATS 42 GROCERIES 134

DISTRICT

FALLEN TIMBER

The teacher, Mrs. Luft, had the misfortune to upset her truck going home from school recently. Fortunately no one was hurt and tittle damage was done to the vehicle.

The snow plow has finely been over the roads out here the first time this winter), for which we are very grateful, as the road from Elkton west has been treacherously lev.

very grateful, as the road from east has been treatherously levy.

June Moncey spent the same time at the home of Carol Teynor. A surprise birthday party was held at the home of Mrs. Rose Howton, with approximately 60 people present to wish her "many happy returns." It was a most delightful surprise to the same to the same to the form of many lovely gifts. Danny Howton spent the weekend with his grandparents, Mr. and Mrs. C.B. Moore in Calgary.

Mr and Mrs. Ester McMullen and Mr. and Mrs. W. Fyten Thursday evening.

evening.

Mr. and Mrs. Joe McGaffin and frame with the model of the wording the wording to find the model of the model of

Gallup Poll Takes Another Count . . .

The Gallup Poil, that accurate ource of irritation, says that sixty-wo per cent of the people of Canda think that taxes are too high. Fillity-three per cent say they are bout right and five per cent either hink they pay no taxes or don't now.

think they pay no taxes or don't who are wrong. All taxes are too high. Many taxes are necessary before the taxes are too high. Many taxes are necessary before the taxes. But the public at large should be constantly reminded that taxes, are an evil, a necessary evil that should be curbed at every opportunity.

There may or may not be some connection between Mr. St. Lauren's proposal further the Callup Pol's, report that the more schooling a person has, the more likely lee is to think that taxes are not too high.

Those with public or no schooling agree to the extent of sixty-five per cent that taxes are too high; those who have been to high school per cent that taxes are too high; those who have been to high school per cent; while the graduates of universities split almost evenly—forty-eight who think they are too high, forty-seven who think they are about right. And five per cent of the "educated." the Saints preserve us, can't say.

Fathers who work their fingers to the bone to upsrade education, all the souncer generation more strong of the control of the property of the control of the property of the point of the property displaced on the basis of opinions on taxation, appears to be a licence to be foolish.

That empty and ugly thing called oppularity.

R. L. Stevenson

True popularity is not the popurity that is followed after, but the opularity which follows after.

Lord Mansfield

Popularity is a crime from the moment it is sought; it is only a virtue when men have it whether they will or not.

The truly illustrious are they the do not court the praise of the could, but perform the actions at the district it.

— George Henry Tilton

Farmers' Union Send Representatives East

Representatives Ecist

At a recent meeting of the Farmers' Union of Alboria executive
plans were finalized for sending 10
members to attend the remainder
of the session of the federal goverterment at Othawa. Pans call forterment at the session of the federal goverterment at the session of the federal goverterment at the session of the federal goverterment at the session of the federal goverment at the federal goverment and the federal goverment and the FUA. Policies and programs.

M.V.B.C. NEWS

The Gospel Service League was very busy last Sunday. All but one team of seven students held services in some church. The students appreciate the active work they are privileged to have in teaching and preaching as they take their college courses.

appreciate the active work they are privileged to have in teaching and preaching as they take their college courses.

A number of the faculty and students attended the shower given by Owen Brado at her home in honor in the property of the state of the

Have you listened recently to the Good News program over CKXL at 7:30 a.m. Sunday morning. It is worth hearing!

Midway News

TRADES TRAINING OPPORTUNITIES FOR YOUNG MEN OF SIXTEEN

Do you want to earn while you learn a trade? Under the Canadian Army Soldier Apprentice Plan, starting 1st June, the Canadian Army will accept a limited number of which was a starting to the control of the control of

receives —

Half pay to the age of 17 then full pay

3 divys and holldays a year

4 divys and holldays a year

5 divys and dental care

7 travel and adventure

A healthy active author life
10 be sligible applicants must be 10, not yet 17, have a Grade 8 adventure

A holl the color and the state of the state of the sligible application and the state of the slight o

No. 10 Personnel Depot, Currie Barracks, Calgary, Aits. — Tel. 42171 Loc. 71

Army Recruiting Station, 10042 - 101st Street, Edmonton, Alta. — Tel. 43288 The Army Recruiting Station in your home town

Please se tion the Future".	booklet "	he Way to	a Fine
Name_			
Address.			
City/Tox	n		
Prov			
Telephor			

Tractor Trade Time

NOW IS THE RIGHT TIME TO PREPARE FOR SPRING . . .

WE HAVE THE TRACTORS . . . WE HAVE THE CREDIT PLAN!!

JOHN DEERE MODEL "AR", early series, with lights

JOHN DEERE MODEL "D", early series, with lights.

INTERNATIONAL "W4", late series, fully

MINNEAPOLIS-MOLINE "U", early series, with starter and lights.

THE JOHN DEERE CREDIT PLAN IS AVAILABLE TO YOU TODAY!

IOHN DEERE SHOW DAY, MONDAY, FEB. 4th

COWAN & MOORE

Sales And Service PHONE 132

DIDSBURY

For all or any of your printing requirements call 12 - The Pioneer Office





Heavy snow and rutty roads are hard on shock absorbers and springs! A check-up now may prevent a serious breakdown and save you costly repairs! Drive in and Get your FREE check-up NOW!

INSIST ON THEY'RE GUARANTEED

CHRYCO is a trademark of the Chrysler Corporation of Canada, Limited CHRYCO PARTS AND ACCESSORIES ARE SOLD BY . . .

PREVOST MOTORS

"Body Shop in Connection"

Didsbury

ADVERTISING DOESN'T COST !! IT PAYS !!

- New Listings -

160 ACRES SOUTH & WEST OF DIDSBURY -110 acres under cultivation, 50 acres in pasture and arable. Full set of buildings. Calgary Power available. Gravel road and mail route.

Priced at \$65.00 Per Acre

If you are looking for a good quarter section call our office for further particulars

REIBER BROTHERS

Where Insurance Is A Business, Not A Sideline C. E. Reiber Phone 90 A. W. Reiber



C-I-L STYLIST Colors give you a choice of four sheens in matching hues — CILTONE Flat, Semi-Gloss and Gloss, and C-I-L Speed-Easy Satin. Here are ma to suit every taste and decorative need . . . all approved by leading color stylists.

Go gay the color way with C-1-L Stylist Colors



HOWARD ALLENSON

FOLKMANN'S CLOTHING

LADIES' AND CHILDREN'S WINTER COATS. CAR COATS AND JACKETS -

These must go at clearance prices.

ALL HATS AND COATS

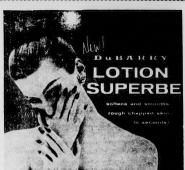
At Half Price

LARGE SELECTION OF BETTER DRESSES -

Priced To Clear

HALLIDAY'S CASH GROCERY

TOMATOES, Contadena, 28 oz. tin, 2 for only 59c HEINZ KETCHUP, 11 oz. bottle 2 for 59c KLEENEX, 200's 4 pkgs. 69c SHIRRIFF'S CAKE MIX, Honey, Chocolate, 3 for \$1.00 White, one of each MARGARINE, Parkay 2 lb. pkg. 69c SHORTENING, Jewel three 1 lb. pkgs. 99c BABY ROLL CHEESE 1 !b. pkg. 53c



hand and body lotion SPECIAL OFFER Large Size \$2.50 Value Only s 125

Law's Drug Store The REXALL Store

PHONE 40 - DIDSBURY, ALBERTA

Little Items of Local Interest

Rev. and Mrs. E. B. Fox and family and Mr. and Mrs. E. M. Nelson were Sunday guests at a turkey dinner at the home of Mr. and Mrs. Adolph Rosehill of Sundre.

Born, to Mr. and Mrs. James Smith (Olwen Bittner), of Banff. on January 4. a son, Scott James, weighing 7 lbs. 15 ozs.

weighing 7 ibs. 15 ozs.

The annual congregational meeting of St. Cyprian's church will be held on Friday, Jan. 25 in the Lions hall. This will be preceded by a supper, commencing at 7 p.m.

Walter E. Scheidt, president of the Junior F.U.A., has been apapointed a director on the Alberta Safety Council.

Mr. W. Limpert of Delia spent the weekend with Mr. and Mrs. T. Morris.

Mrs. C. Y. Howlett of Nelson. 3.C., is visiting with her sister, Mrs. 1, Currie and other relatives in the listrict.

district.

Mr. and Mrs. Sam Krueger and son of Belsker were visitors in town on Wednesday of last week.

Mrs. Alf Allen was a visitor with Miss Gweyn King of Calgary last Friday and Saturday.

Mr. and Mrs. Ed Wiggins and Donna were weekend guesis of Mr. and Mrs. S. Heppell of Medicine Hat.

Mr. and Mrs. Gray Sharp of Cai-gary were Sunday suests of Mr-and Mrs. Ed Ford.

Mrs. M. Colvell and Doug. Dr. and Mrs. E. McKenzie and Dr. and Mrs. C. T. McNicholoi of Cairy Serve Studied visitors at the home of Mr. and S. E. B. Grainer.

Mr. Ed Watkin left Tuesday to spend several days in Edmonton

Miss Geraldine Ford of Wetaski-win and Mr. Lyle Ford of Edmon-ton visited with their parents here over the weekend.

BRIDE-ELECT HONORED AT RECENT SHOWERS

AT RECENT SHOWERS

Miss Marilyn Umbach, January bride-eleet, was guest of honor at a shower Thursday evening when in Miss Owen Brado and her mother were hostesses to 40 ladies. Several novel contests even between the contests and particle of the contests of the contest of the

guest of honor then graciously thanked the ladles for their kind remembrances. Pollowing a bountiful lunch the guests departed, wishing Marilyn much happiness for the fuduroured on the previous Saturday at a shower in the Jackson district, when Mrs. Wilfred Owens and daughters, Janiee and Joan, entertained about 28 ladles. The afternoon was spent in compiling a book of advice to the bride. Seated under white streamers and bells. Marilyn, assisted by Miss Owen Brado, opened many useful and beautiful sifts. Marilyn sincerely thanked the guests for their gifts and best wishes. A lovely lunch was served by the hostesses and their helpers.

The January meeting of Midway Home and School was held on Monday, the H4th, with president Mr. George Brown presiding. Due to the number engaged in eurling, attendance was just fair. A lively business session was held and the skating fees were set at one dollar per family, and the skating fees were set at one dollar million of the months of the manufacture of the months of the

WESTCOTT W.A. HOLDS REGULAR MEETING

REGULAR MEETING

A very enjoyable meeting of the Westcott WA was held last week at the home of Miss Ruth Johnston. There were its members and three visitors present. Two of the latter joined the group, Johnston Williams of the latter joined the group, I was decided that ST6 be turned gake on Christian Stewardship. It was decided that ST6 be turned over to the church. Mrs. A. Robertson read a report of the manse committee and arrangements were made for the Valenting tea, which will be on February 8th in Knox United at Didsbury.

UNITED CHURCH OF CANADA

Rev. T. J. Stainton, M.A.
SUNDAY, JANUARY 27
Westcott Sunday School 10:30 a.m.
Westcott Service 11:00 a.m.
Knox Church School
Knox Evening Worship 7:45 p.m.

"PROVIDENCE"
No. 1 In A Series; "What I Believe"

Coming Events

Coming Events

Rusby W.I. will hold a military whist drive in Elikton school Monday. Feb. 28, at 9 p.m. sharp.

There will service of Holy Communion at St. Cyprian's church on Sunday at 11:48 a.m.

Didsbury W.I. constituency handicraft display and tea will be held in the high school auditorium on April 27, at 2:30 p.m. Watch for further notice:

The regular monthly meeting of the Canadian Legion Auxiliary will be held on Thursday, Jan. 21 at 8 p.m. in the Lions hall.

The Evening Group of Knox United W.A. will meet in the church basement on Monday, Jan. 28th, at 8 p.m.

FIRST 57 MEETING OF LONE PINE ORIOLES

The January meeting of Lone Pine Orioles was held at the home of the Weber sirls with 15 members present. Roll call was a New Year's resolution. Molly Lukas is Members of the Weber sirls with 15 members of the Member

WESTCOTT JUNIOR W.I. DONATE TO REST ROOM

DONATE TO REST ROOM

The January meeting of Westcott
Jr. W.I. was held at the home of
Mrs. Allan Konschuh, with 12
members answering roll by paying
dues for 1857. It was decided that
the state of the state of the state of the community chees the
tothe community chees meeting.
It was decided once again to subscribe to the Home and Country.

Mrs. Allan Konschuh gave as her
education topic Reading in the
collected will be turned over to Mrs.
Bill Weidner for packaging.

The "bit of fun" by Mrs. Arnold
Sletton, "Barnydard Circus," was
very well received. The visitors
Mrs. H. Goetjen and Mrs. Bill
Tohm. Indeed the muffins: Ist.
Bill Weidner: button holes, 1st.
Mrs. Gordon Ford; 2nd. Mrs. Ted
Topping.



Gordon Holds Copy Of Economy Report

Walter L. Gordon, head of the Royal Commission which studied Canada's economy, holds a copy of the commis-sion's preliminary report which is expected to be pre-sented to Parliament tomor-row.

LATE CLASSIFIEDS

FARM LANDS FOR SALE
TENDERS will be received by
the undersigned up to 15th February, 1967, for the purchase of the
N'2 5 - 32 - 2 - W5. No tender
necessarily accepted.
DEPUTY PUBLIC TRUSTEE,

DIDSBURY VARETY STORE

VALENTINE CUT-OUTS AND CARDS

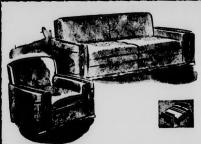
Reduced To Clear . .

PARKAS, sizes 4, 5, 6, 7 and 18 SNOW TOGS, sizes 2, 3 and 3x SNOW TOGS, sizes 4, 5, 6 and 7 PRAM SUITS, for wee ones

AS NEAR AS

AS NEAR AS YOUR PHONE! "Buy At Home"

The thrifty shopper buys where he or she is invited to shop. Your advertisement in The Didsbury Pioneer is an invitation to over 85 per cent of Didsbury and District to buy their needs in your place of business.



For The Best In . . .

CHESTERFIELDS LOUNGES

CHAIRS

In Stock or Warehouse Selection SEE THEM NOW AT . . .

Hardware Leeson



January Specials

- LADIES' FLANNELETTE PYJAMAS AND GOWNS
 - **LADIES' OVERSHOES**
 - MEN'S UNDERWEAR
 - MEN'S JACKETS

AND PARKAS

J.V. Berscht & Sons

Phone 36

Didsbury